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FAST Team Meeting (FENTORA Assessment Strategy Tactics)

January 18, 2007



Agenda

- FAST Team Activities
- Strategic Update
 - FENTORA Performance Update
 - Market Research Primary Research Update
 - Clinical/ Regulatory/Pub Updates
- 2007 Brand Plan Highlights
- Functional Area Updates
 - Marketing
 - HCS
 - Sales Force (Ops & Training)
 - PR
 - PSMI
 - Med-Ed (CME)
 - Tech Ops
 - Com Ops
- Next Steps

FAST Team Activities



FAST Team Activities 2008

Goals:

- Drive initiatives to reach 2007 objectives
- Create the 2008 FENTORA Brand Plan
- Create Three Year Strategic FENTORA Plan
- Process overview
 - FAST Team Update meetings (6)
 - Strategy/tactical development meetings
 - Internal staff
 - External key business partners

2008 Brand Plan Development Process

Steps:

- Review all market research and internal database information
- Obtain input from SF/NAMs/MDMs
- Obtain input from customers (Ad Board/Consultants)
- Develop Issues/CSFs/Objectives
- Brief key external partners
- Review internal & external partners tactical recommendations

2008 Proposed Planning Process Key Activities Schedule

Milestone	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Mtg - FAST Update, Rev '06 plan ('06 isuses/CSFs)	18											
LRP Finalized			Early									
Mtg - FAST Update			15									
Mtg - Mkt dynamics (Mkt Res)				х								
Mtg - FAST Update & State of nation - SF/MCO/MSLs/MDMs issues, needs					х							
Mtg - Dev Issues/CSFs						x						
Mtg - FAST Update & data mining needs							x					
Mtg - agency day							x					
Mtg - other key vendor day							х					
Mtg - PR, Promo Ed, CME Ed tactics								х				
MTG - FAST Update									x			
MTG - Present '08 plan to Mgmt									Late			
Tactical Budget Finalized									Late SEP	Early OCT		
Brand Plan Finalized										х		
Mtg - FAST Update												х

Strategic Update



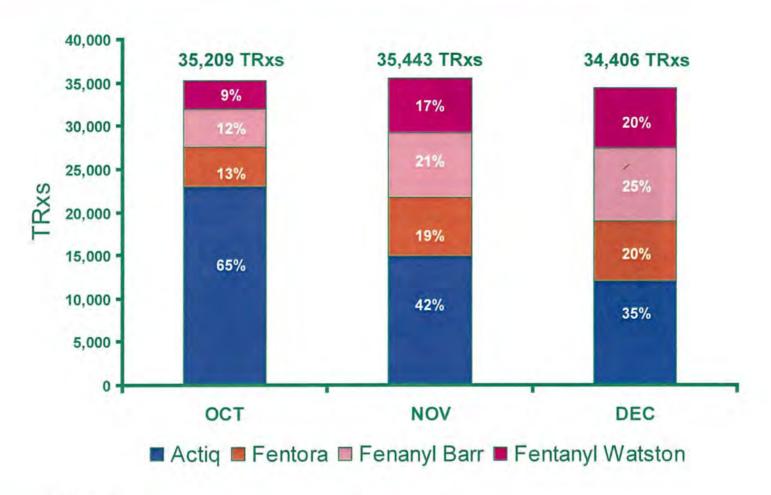
FENTORA Key Milestones

Milestone	1Q	2Q	3Q	4Q
Publication 1029 (Multi-dose PK)	Jan			
Press release 3041 (NP)	Jan			
Final Data of 99-15 (OL Safety - CA)	Jan/Feb			
3039 BTP CA Efficacy – Target submission	Jan			
3041 (NP) – Target submission	Jan			
NSM	Feb 12-16			
FDA Type B meeting – Non-cancer sNDA requirements	Feb/Mar			
99-11 + 99/18 (Dwell time) - Target submission	1			
Publication 1028 (Absolute bioavailability)	Mar			
PDUFA – 300 mcg sNDA	Mar 3	Commercialize		
PDUFA - label changes		Apr 25		
AAN - 3041 (NP)?		Apr 28-May 5		
APS - 3040, 3041, 3042 (LT Safety, NP, LB) (Accepted)		May 2-5		
3039 BTP CA efficacy – ASCO abstract		June		
sNDA Non-CA			√?	17

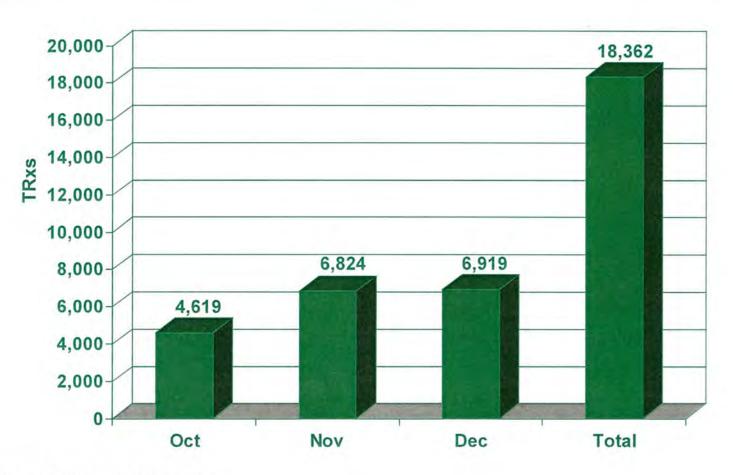
FENTORA Performance



ROO Market TRxs & Shares

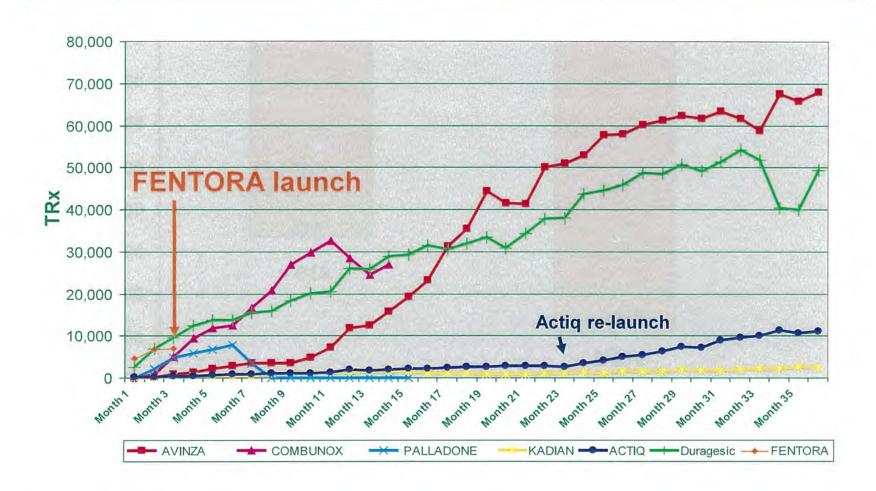


FENTORA Monthly TRxs



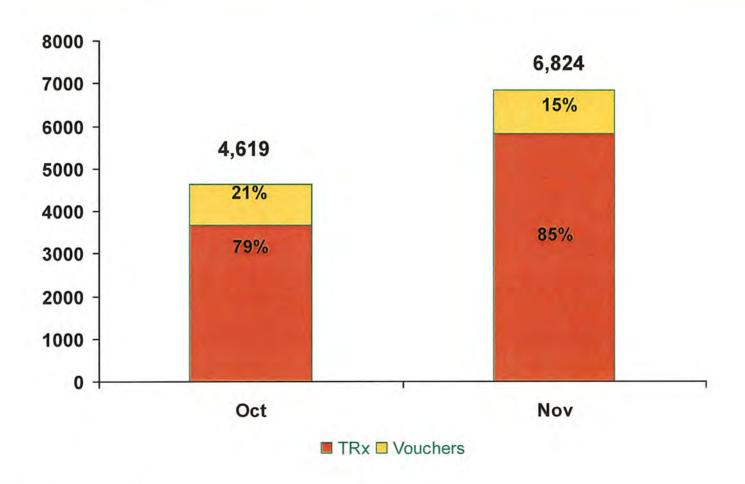
Source: IMS Health NPA Monthly

Launch Curves: Opioid Analogs

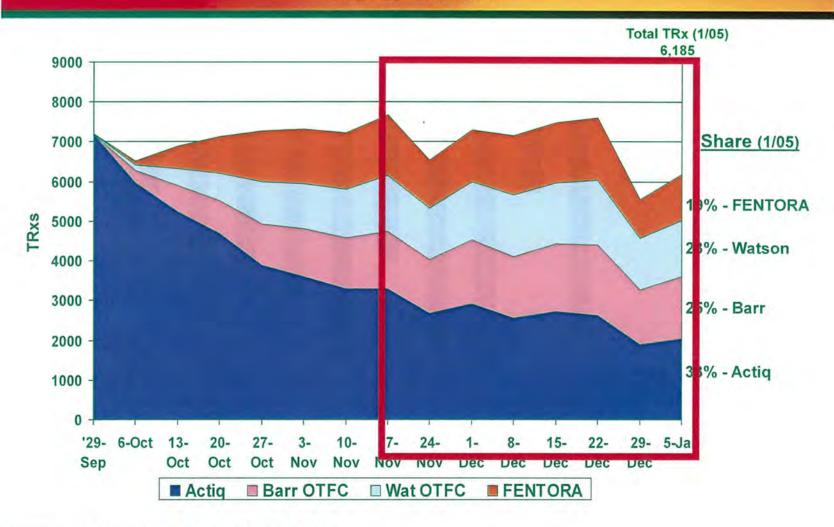


Source: IMS Health Monthly

FENTORA TRxs & Voucher %

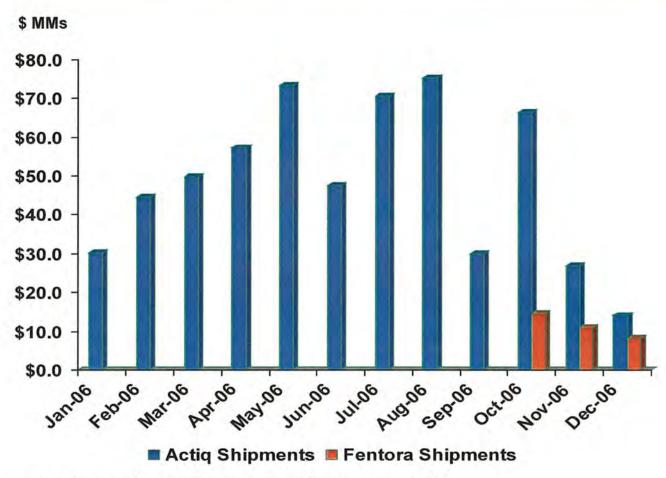


ROO Weekly TRxs As of 1/05/07



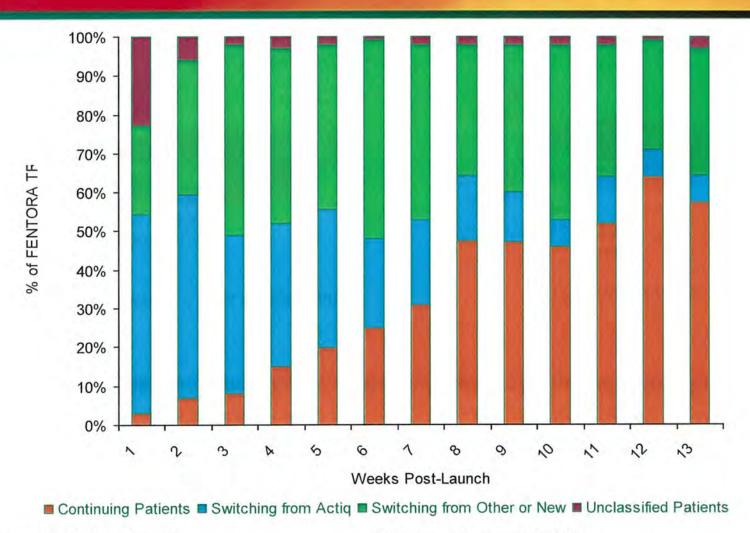
Source: IMS NGPS Health Weekly Report 1/05/07

2006 Monthly Shipments Actiq vs. Fentora



^{*} Shipments include gross sales in addition to product utilized for coupon & PAP Source: SPS

FENTORA Source of Business

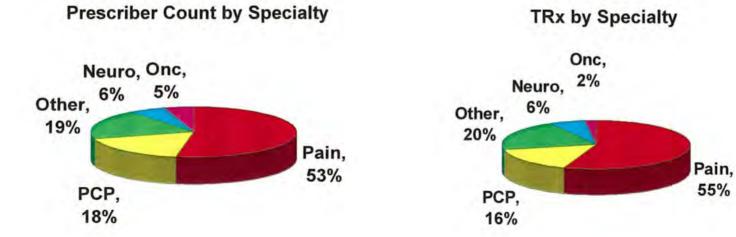


Source: IMS NPA Market Dynamics

Data through December 29, 2006

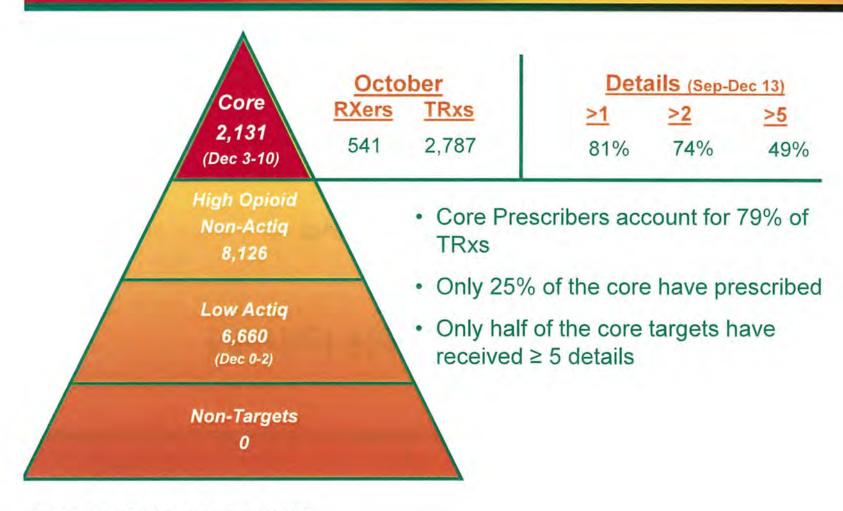
Trx & Prescriber Count by Specialty November 2006

Pain Specialists are the early adopters and the most productive for FENTORA



Source: IMS NPA and NDC

Core Target Analysis



Data from FENTORA launch to December 13: 2006 Source: NDC Source Prescriber

Market Research Update

Primary Research



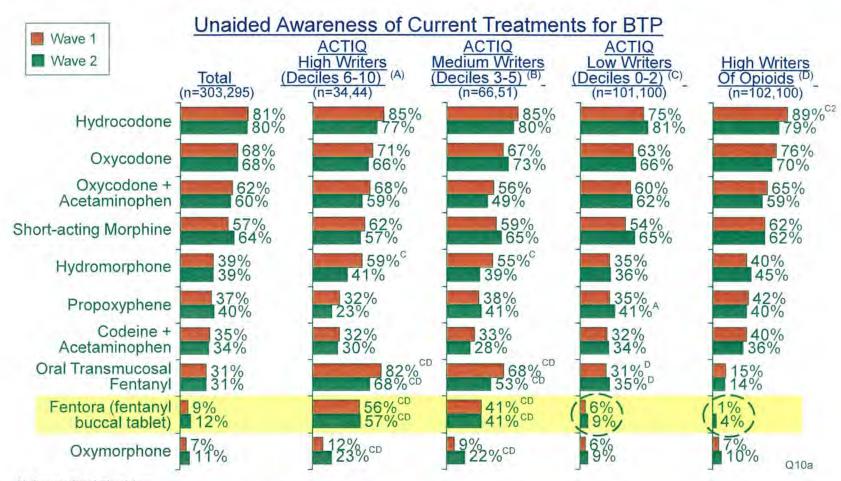
Market Research Completed Projects

<u>Project</u>	<u>Vendor</u>	<u>Objective</u>	Methodology
BTP Ed Foundational	Pinnacle & Lextant	Understand how to close the "gap" between physician and patient when communicating about BTP	Focus Groups
BTP Ed: Internet	Blue Diesel	Determine effective patient pull internet strategy by targeting websites for PR content and proper word usage.	Focus Groups
Reimbursement Slim Jim and Test Kit	Able Assoc.	Determine if Reimbursement Kit materials need tweaked before launching and determine usefulness and effectiveness of communication	Phone IDIs
MDS	Ziment	To take a picture of the marketplace to allow Cephalon to understand current treatment behaviors given current market conditions and to clarify the current competitive landscape.	Web Survey
BTP Ed Messaging	Pinnacle	Determine most effective messages for BTP Education for physicians and patients.	IDIs
BTP Ed Concept	Pinnacle	Determine most effective concepts for BTP Education for physicians and patients.	IDIs
FENTORA Concept "MOCHA"	Synovate	Evolve Vanilla FENTORA communication campaign	IDI and WebEx

Upcoming Market Research Projects

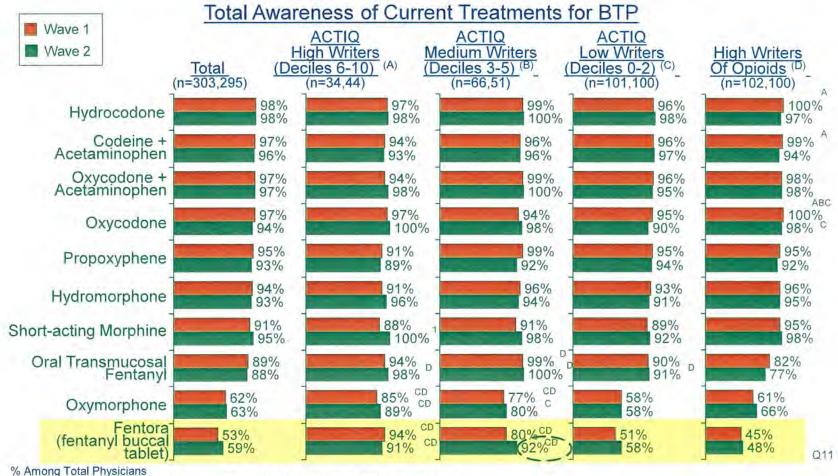
<u>Project</u>	<u>Objective</u>	Methodology	<u>Timeline</u>
ATU	Understand physician awareness of FENTORA throughout launch	Web Survey	Dec wave presented 1/17/07; January wave fielding beginning January 12th
Message Recall	See what messages sales force recalling	Web Survey	Fielding January 1/16; topline 2/12; final report 3/2.
BTP Journal Ad Testing	To test reactions to finalized journal ad with patients and physicians prior to launch	IDIs	TBD (late February/early March Fielding)
BTP Campaign Impact	To measure the impact of the BTP education campaign on BTP awareness, perception and treatment approaches	Web Survey	TBD; RFPs for proposals in early February

Two months post launch, although top-of-mind awareness for Fentora remains low, it has grown slightly. In particular, awareness has risen slightly among ACTIQ Low Writers and High Opioid Writers, representing potential opportunity in these physician groups.



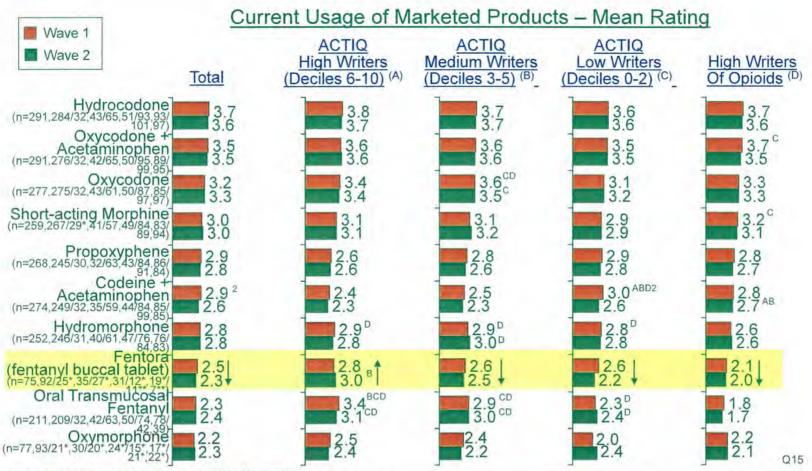
% Among Total Physicians
Letters indicate statistically significant difference @ 95% confidence level between Users
Numbers indicate statistically significant difference @ 95% confidence level between waves

Furthermore, Cephalon's marketing efforts aimed at ACTIQ Medium Writers appears to be paying off, as total awareness of the drug among these physicians now matches that of ACTIQ High Writers.



Letters indicate statistically significant difference @ 95% confidence level between Users Numbers indicate statistically significant difference @ 95% confidence level between waves

However, this increased awareness has yet to translate into increased Fentora usage, indicating the need for intensified marketing efforts.



Mean Among Physicians Prescribed Specific Medications 4 Point scale 1=I have tried it, but it is not part of my current regimen and 4 = I use it frequently Letters indicate statistically significant difference @ 95% confidence level between Users Numbers indicate statistically significant difference @ 95% confidence level between waves

*Caution: Small Base Sizes

Regulatory Update

- DDMAC
 - Core Sales Aid comments received Oct 27
 - Core Sales Aid justification document pending
- Type B Meeting: sNDA non-CA
 - Requesting mtg mid-Apr to gain FDA concurrence on requirements for non-CA sNDA
- 3039 CSR
 - Submission to update IND
- Risk MAP Quarterly Report 1Q 2007
 - Call for Information went to team 1/10/07
 - Contributions due to Regulatory 1/31/07
 - Report to be finalized & Submitted to FDA 3/31/07
 - Risk MAP External Advisory Board Jun 2007
 - RADARs Advisory Board 1/19/07 Regulatory and GPS members

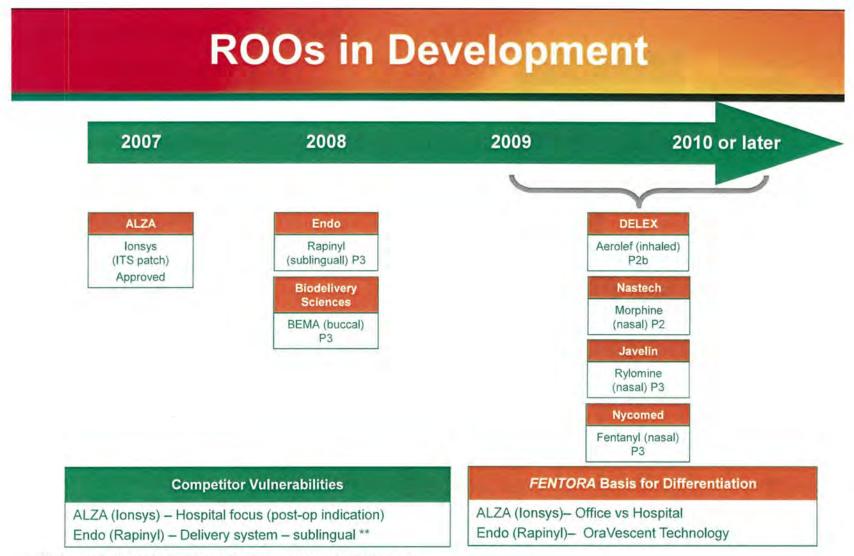
Regulatory Update NDA Supplements

NDA Supplements	Content	Submission Date	Review Period	Status		
1	Modifications to: PI, Med Guide, carton, blister	OCT 26	6 months	Feedback Jan/early Feb		
2	2 300 mcg tablet*		300 mcg tablet* NOV 2 4 mor		4 months	FDA response to CMC issues - end Jan
3	sNDA Non-CA	3Q07	10 months	Submission pending FDA mtgs		

^{*} Commercialization of 300mcg tablet planned mid year

Clinical Update

Study #	Study	Status		
	PK Stu	ıdies		
TBD	PK/Efficacy Modeling	Phase 1 complete, awaiting 3039		
1043	Buccal Sublingual	Topline data Feb 07		
TBD	Relative Potency (IV morphine)	Start Jan 07, complete 2Q07		
TBD	PK Higher Dose	Start 2Q07?, complete 3Q07?		
TBD	Relative Potency (SAO)	Start 3Q07, complete 4Q07		
	Cancer S	Studies		
9915	OL LT Safety-Cancer BTP	LPLV Nov 06, DB lock Feb 07		
3039	Efficacy-Cancer BTP (Onset)	Complete, data available		
	Non-Cance	r Studies		
3040	OL LT Safety-Non-Cancer BTP	LPLV Jan 08, data Jan 08		
3041	Efficacy-Neuropathic BTP	Complete, data available		
3042	Efficacy-Back BTP	Complete, data available		
3052	Non-Cancer Pivotal Efficacy	89 enrolled, LPLV May 07, DB lock Jul 07		
3054	Pain Anxiety Symptoms	Study start Nov, complete 3Q07		
3055	OxylR H2H ST Efficacy/Safety	Study start 2Q07, LPLV 4Q07		
3056	OxyIR H2H LT Efficacy/Safety	Study start 3Q07, LPLV 3Q08		

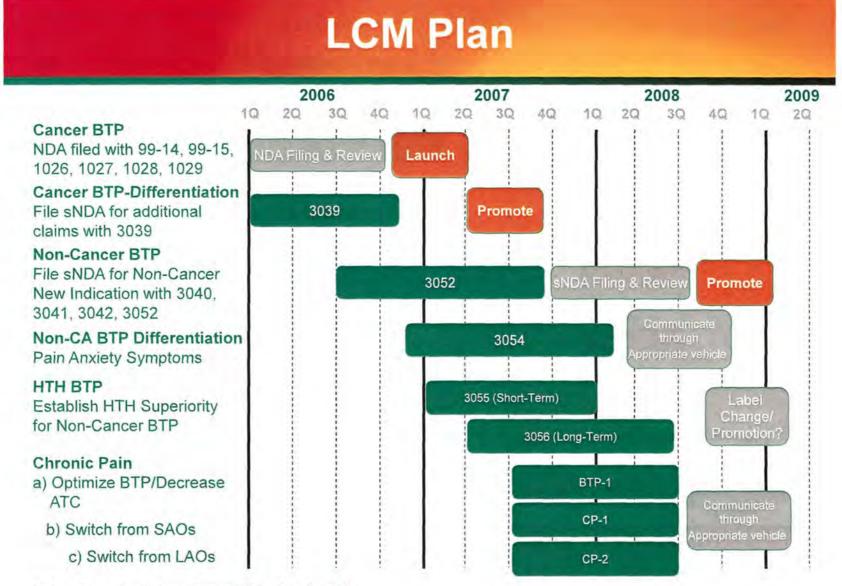


Note - not all product in development are expected to launch

* 30 minute onset of action. Not a ROO

** No effervescent reaction

Source: Cephalon Market Research



Note - Promotion is based on positive clinical results

Publications Update



	20	06		20	007			20	08	
Study	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
3042	A ₁	A ₁ A ₂ M								
3041		A ₁ A ₂	M							
1037	ON HOLD									
3039			A							
1028		M								
99-16			A							
1029			禁							
99-15				A M						
1043					A					
3054				1	A ₁	A ₂				
3040						A ₁ M ₁	A ₂	M ₂		
3052						(A	M			
1046						(A)	M			
3055								(A	M	
3056										0

Publications Update Manuscripts: Top Priorities

STUDY#	STUDY SUMMARY	LPLV	Data Available	Target Submission	Target Pub Date
	Cance	er Studies			
1029	PK	-	Yes	3Q06	Published (Jan 07)
1028	PK		Yes	4Q06	March 07
3039 BTP Efficacy (onset, duration)		Oct 06	Nov 06	Jan 07	TBD (not fast track
99-16	Mucositis	-	Yes	Jan 07	4Q07
99-15	BTP OL Safety	Nov 06	Jan/Feb 07	May 07	1Q 08
	Non-Car	cer Studies			
3042	Low Back BTP Efficacy (non-pivotal)	Mar 06	May 06	Submitted Nov 06	Published (Dec 06)
Neuropathic BTP Efficacy (non-pivotal)		Jun 06	Aug 06	Jan 07	2Q07 (fast track)
3052	BTP Efficacy (pivotal)	May 07	4Q 07	1Q08	TBD
3040 BTP OL Safety		Aug 07	4Q 07	1Q08	TBD

Publications Update Manuscripts: Second Wave

Study	Authors	Focus	Journal	Status	Final data	Submission
99-11 99-18	Darwish, Kirby, Jiang	Dwell time	Clin PharmTher	1 st draft	Available	Feb 07
99-15	TBD	Open label extension of 99-14	TBD	Study ongoing	Jan/Feb 07	May 07
1043	TBD	Buccal vs sublingual	TBD	Study to start & finish Dec 06	2Q07	3Q07
1046	TBD	Relative potency	TBD	Study start Dec 06	4Q07	1Q08
3054	TBD	BTP and anxiety	TBD	Study start Nov 06	3Q07	4Q07
3052	TBD	Pivotal noncancer	TBD	Study ongoing	4Q07	4Q07
3055	TBD	Oxycodone comparison (4 week)	TBD	Finalization of protocol	2Q08	3Q08
3056	TBD	Oxycodone comparison (12 week)	TBD	Finalization of protocol	4Q08	1Q09
1037	TBD	High-dose PK	TBD	On hold – patent issue	Available	TBD

Other Manuscripts

Focus	Status		
Statistical support paper (Jiang/Kingsbury)	Submitted (Sept 06)		
Expert Opinion in Investigational Drugs (Webster)	Published (Oct 06)		
ADIS Drugs Profile	Published (Jan 07)		
FBT 'Drugs of Today' monograph (Messina, Darwish, Fine)	First draft development (submission Feb 07)		
Patient/physician attitudes market research	Outline development (submission 2Q07)		
Case histories	Project will not proceed		

Publications Update
Abstracts Accepted for Presentation at APS, May 2-5, 2007

Study	Abstract focus	Authors
3040 (interim)	Patient preference	Nalamachu et al
3040 (interim)	Mood, functioning, & QoL	Nalamachu et al
3041 + 3042	Lack of dose correlation	Aronoff et al
3041 + 3042	Combined efficacy & safety analysis	Fine, Peppin et al
3041 vs 3042	Comparison efficacy & safety analysis	Simpson, Hale et al
3040 + 3041 + 3042	Patient preference & switch from Actiq	Taylor, Webster et al

Publications Update

Abstracts Submitted Jan 07

Congress	Study	Focus	Authors
ASCO (Chicago)	3039 primary data	Efficacy and safety	Slatkin, Messina, Xie, Segal
	3039, 99-14 combined	Efficacy/safety data in cancer patients with neuropathic pain	Thakur, Vaughan, Messina, Xie, Taylor
	99-15 (late breaker)	Open label safety	Jhangiani, Messina, Xie, Reyes
	99-16	Mucositis	Shaiova, Jiang, Darwish
ONS (Las Vegas)	3039, 99-14, 99-15 combined	Lack of ATC/rescue dose correlation	Rhiner, Xie, Messina
	3039, 99-14 combined	Dose conversion, Actiq to FENTORA	Taylor, Xie, Messina
	3039, 99-14 combined	Efficacy and safety	Miaskowski, Xie, Messina
IASP (Berlin)	3041	Efficacy and safety (primary data)	Simpson, Xie, Messina

Highlights 2007 Brand Plan



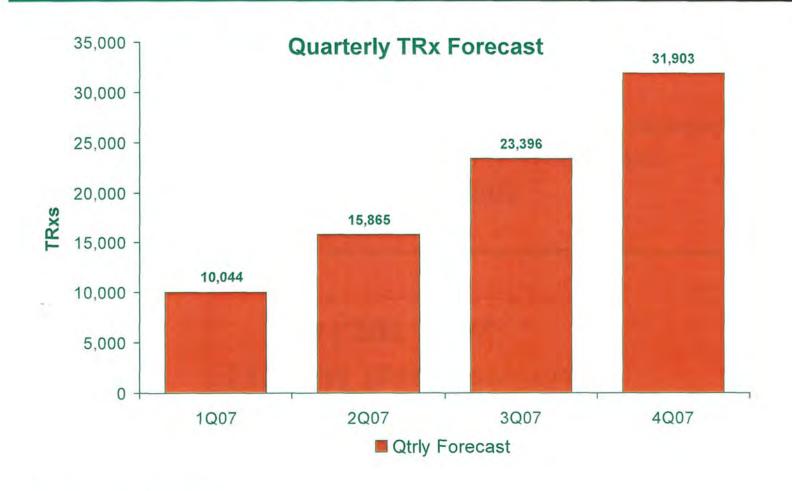
Objectives 2007

\$139.5M Total Revenue 81,207 TRxs

Assumptions

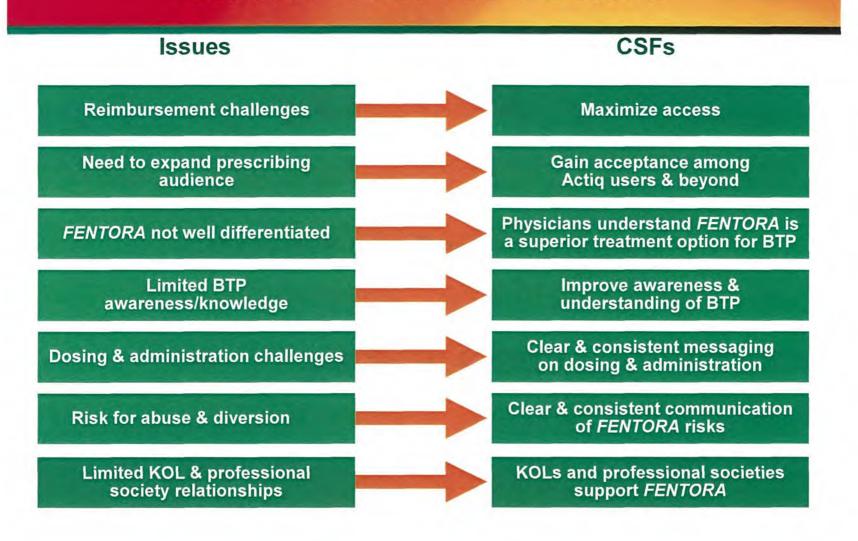
- TRx Share @ month 12 = 28% of ROO (fentanyl) Market
- FENTORA will grow from Actiq loyalists conversion & incremental market growth
- WAC/TRx = \$1,357 (2.5% annual price increase)

TRx Objectives



Source: FENTORA Forecast

Critical Success Factors

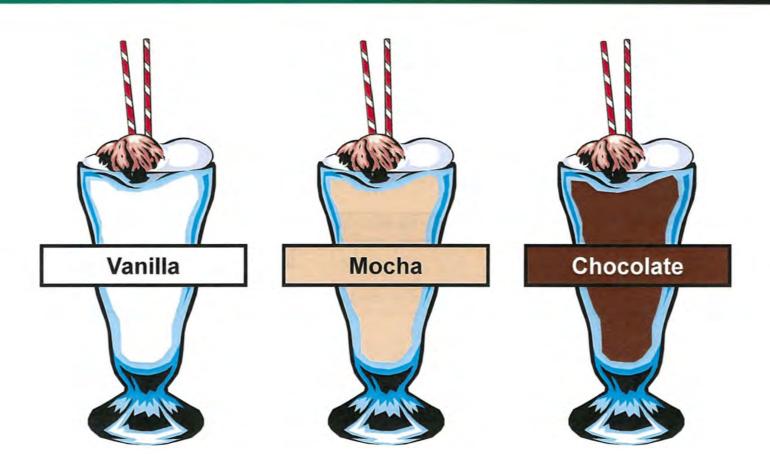


Tactical Plan

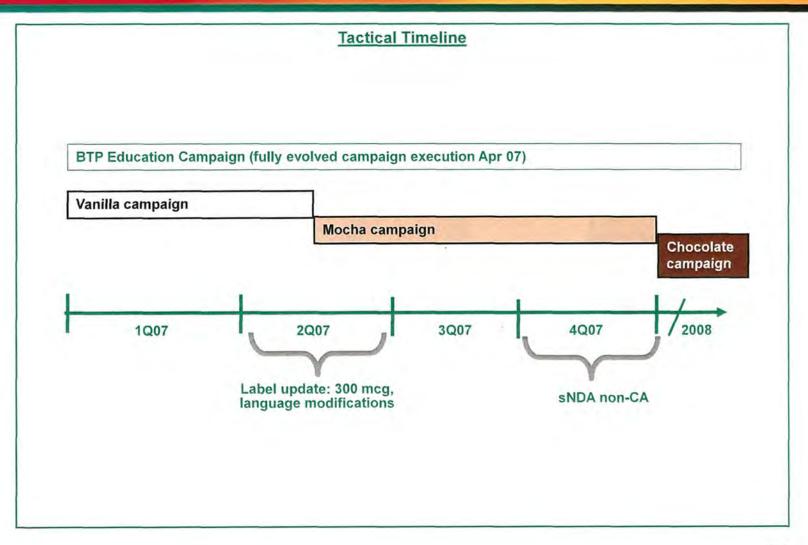
FENTORA Campaign Evolution

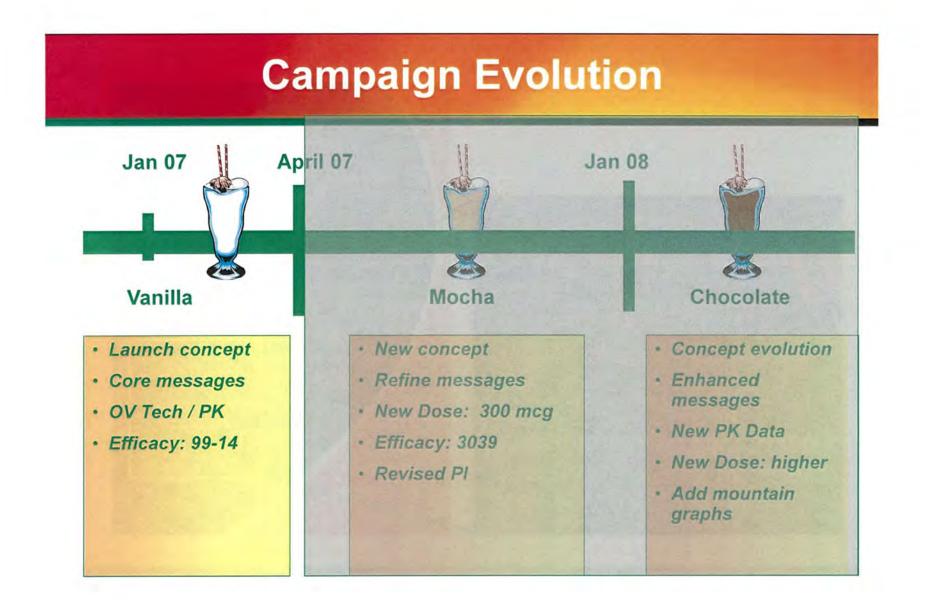


Campaign



Campaign Evolution

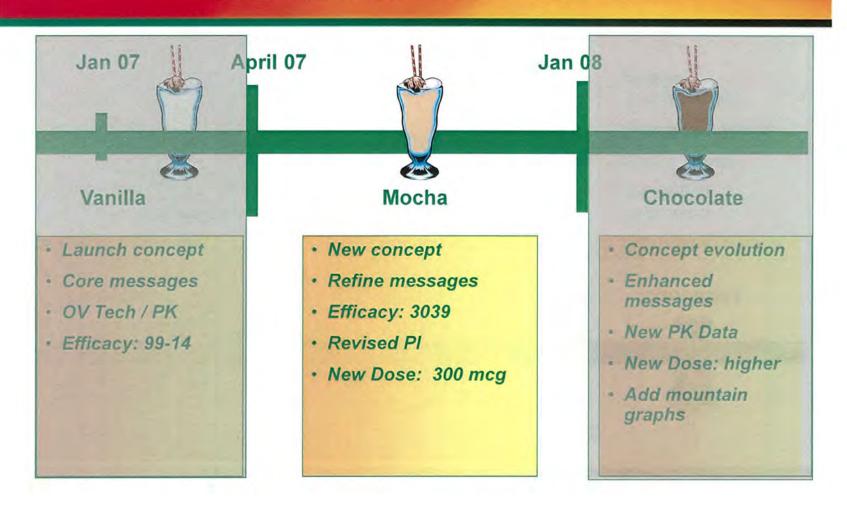




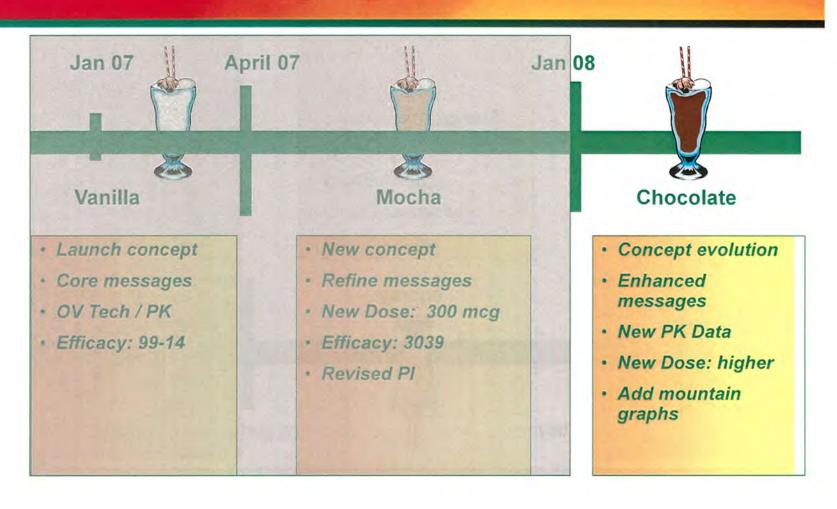
Current Campaign



Campaign Evolution



Campaign Evolution



Functional Area Updates



Marketing Update



Marketing Update Key Activities

- Mocha campaign development ongoing
- New logo Tag line TBD
- Implemented Marketing non-personal tactics: website, journal ads, direct mail
- Pharmacy Advisory Board: Dec 3
- Targeted Media initiated: e.g. Epocrates, PDR, prescriptions pads, Catalina Newsletter, Physician Weekly
- New convention booth launched at AAPM
- NSM Preparation
- Speaker Training Refresher CD (w/ Dr. Gudin Voice Over) plus updated slides
- Monograph complete
- FENTORA e-detail wave 1
- Case Study Program
- Planning Speaker Training & Consultant Meetings



Marketing Update Expanded BTP Disease Awareness Campaign

Goal: To continue to establish BTP as a distinct clinical problem & to facilitate dialogue between physicians and patients to improve the proper diagnosis and treatment of BTP

- Phase I (completed)
 - Understand how others in the industry have built disease states (Bipolar, HPV, Depression Pain, RLS)
 - Understand physician and patient interactions around BTP
 - Create a 'portrait' of our target audience
 - Understand how to leverage the internet
- Phase II (Nov 06 Jan 07)
 - Create BTP messaging & concepts based on Ph I learnings
 - Start enhancing BTP.com / Start to maximize internet search
- Phase III (May 2007 APS) Execution

Marketing Update Expanded BTP Disease Awareness Campaign

Jan. Feb. Mar. Apr. May Jun.

Finalize Campaign Testing
PDRC approval 1st version of BTP Patient ************************************
Mgt & PDRC approval Shareyourpain.org campaign \star
Launch Shareyourpain.org Campaign
Launch WebMD Healthzone
PDRC approval on 2 nd version of BTP campaign ————————————————————————————————————
Start content seeding
Launch Campaign APS & Journal Ads

Marketing Update Disease Awareness Campaign

ShareYourPain.org





Completed Reports:

1. Fentora Calls by Specialty report

completed, 1st report distributed on 12/11

2. Weekly Fentora Switching report

completed, 1st report distributed on 12/13

3. Fentora Voucher report Field

completed, 1st report distributed on 12/21

Reports in Progress:

- 1. Promotional Activity Summary report
 - in development, target date for Q4 data distribution is 1/19
- 2. Executive Slide Workbook
 - Target date of February
- 3. Risk Management Program (RMP) reports
 - Rx by Specialty
 - Quarterly detail compliance
 - Fentora last called on
 - Target date: asap

Cephalon Speaker Programs (CSPs)

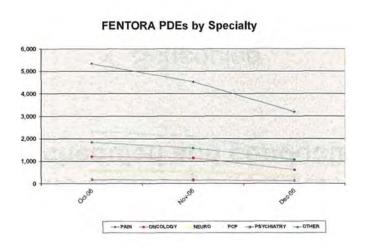
The sales reps continue to do an outstanding job of scheduled and conducting CSPs in 2007:

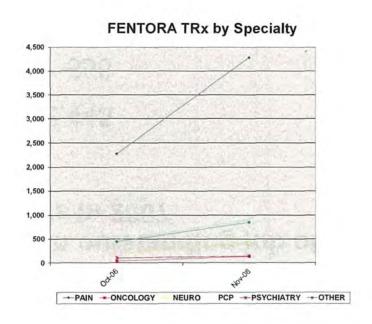
✓ Scheduled 2,445

✓ Completed 555

> Avg. of 3 CSP's per sales rep

Detailing and TRx's





Sales Training Update



Sales Training Update

NSM Preparation

- Goal: To enhance the knowledge base of the PCS and OAS representatives
 - Emphasis:
 - Consistently communicate FENTORA marketing messages
 - Effectively use resources (CVA, Clinical Reprints, Formulary Kit)
 - Increase reimbursement/MCO knowledge to minimize reimbursement obstacles
 - Strengthen clinical proficiency
 - Reinforce territory acumen through scenario driven learning (skill enhancement with HCP, critical office staff and Pharmacist)

Sales Training Updates

Breakthrough Barriers: Reimbursement

- Area Directors will present pertinent and relative information to inform the PCS field force of the evolving managed care environment
- AM and NAM co-facilitate handling questions & obstacles through round-table discussion

Breakthrough Vision: Core Visual Aid

- Gallery Walk of the new "Mocha" sales aid
- AM to facilitate verbalization of sales aid upon completion of "Gallery Walk"

Breakthrough Science: Clinical Proficiency

- PCS/OAS will review approved clinical studies to increase their clinical proficiency
- A presentation from John Messina and Arvind Narayana on salient points from pivotal trials

Breakthrough Skills: Skill Refinement

- Increasing Territory Acumen
 - Data review
 - Approved resource application
 - Verbalization

Sales Training Updates

Deliverables:

- Presentation of NSM workshops to Area Managers 1/23/07
- Train the Trainer for Area Managers 1/24/07
- Implementation of workshops at NSM 2/13/07 -2/14/07

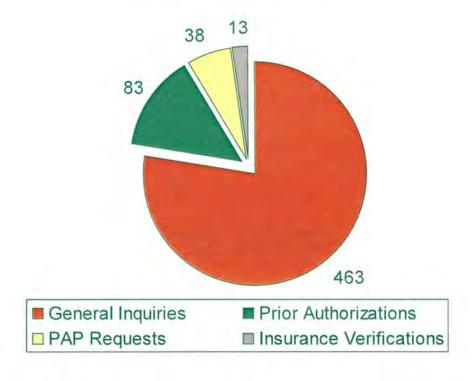
HCS Update



Managed Markets/Reimbursement WT

Covance Reimbursement Program (1-877-FENTORA)

Service Requests to Date

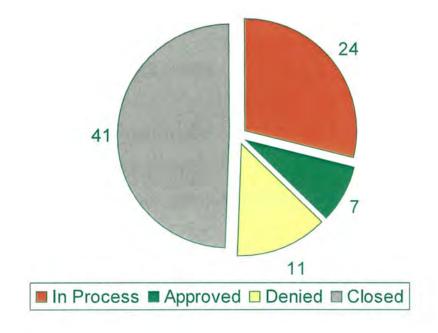


n = 597

Managed Markets/Reimbursement WT

Covance Reimbursement Program (1-877-FENTORA)

Prior Authorizations to Date



Managed Markets/Reimbursement WT

Final Production:

- Abbreviated Formulary Kit
- NAM Slide Deck Managers Meeting Rollout
- Reimbursement Kit NSM Rollout

Managed Care Speaker Training:

- · 9914, 3039, 3041, 3042
- · Final slide deck released 2-3 weeks

> NAM Activity / Intelligence

- · "Mixed bag": Open access and PA common to new product introduction
- MSL presentations / clinical reviews continuing
- · Low field-level PA "noise"
- DCA data points to some management
- No indication of severe restrictions / coverage likely similar to Actiq
- Situation will likely evolve over the coming months as formal reviews take place

PR Update



PR Update

- BTP Awareness Campaign
 - Patient interviews
 - National sales meeting
 - Case studies
 - Future PR opportunities
 - Early planning for local events
- Health Care Professional Advisory Board 2007
 - March 30 April 1
- Data Publicity
 - FENTORA: Highlights and recent coverage
 - Data release coverage: LBP and neuropathic data (10/11 and 1/8)
 - LBP CMRO Article: December Radio Media Tour

Early FENTORA Approval Coverage



"Our longer-term clinical strategy is focused on developing FENTORA for patients with breakthrough pain associated with other conditions. including neuropathic pain and back pain," said Frank Baldino.











THE BALTIMORE SUN































Recent FENTORA Approval Coverage



FENTORA News Release Coverage: Low Back Pain

Cephalon Announces Positive Results for FENTORA(TM) (fentanyl buccal tablet) for Breakthrough Pain in Patients with Chronic Low Back Pain

October 11, 2006



FENTORA News Release Coverage: Neuropathic Pain & Cancer Onset

Cephalon Announces Positive Results from Two Phase 3 Clinical Trials of FENTORA(TM) in Breakthrough Pain

January 8, 2007

"Patients getting **FENTORA** had significant pain relief within 10 minutes of taking the drug, suggesting that it works faster that its current label."

Cephalon Rises After Positive Drug Trials



Bloomberg



Cephalon: FENTORA
Nerve Pain Data Good









The Philadelphia Inquirer







Radio Media Tour: Chronic Low Back Pain Study

- John Peppin, DO
- 7 interviews on 12/19
 - One national stations
 - Two state syndicated stations (NY/PA and Iowa/Nebraska)
- Audience reach: 3.5 million

















Radio Media Tour: Chronic Low Back Pain Study

- Key messages conveyed by Dr. Peppin:
 - Serious problem for millions of Americans
 - Chronic pain often has two components: persistent and breakthrough pain
 - FENTORA
 - New opioid pain medication
 - New data demonstrate relief of BTP in opioid-tolerant patients with chronic low back pain
 - Pain relief began at 10 minutes for some patients
 - If you have pain, talk to your doctor
 - Pain management goal: improve quality of life



FENTORA

SRLs

Application site abnormalities SRL – recently approved and in use

Core Clinical Slides

- 3042 approved on 10/24/06
- 3041 in approval process for end-Jan/07
- 3040 in progress scheduled for approval by mid-Feb/07
- 3039 to be fast tracked scheduled for approval by mid Feb/07
- 99-15 scheduled for 1Q07

Dossier

- 61 requests from HCPs have been received & fulfilled to-date
- 63 requests NAMs (22), MSLs (24), MC Speaker Training attendees (17)

PSMI ACTIVITY 25-Sep-06 (approval) to 31-Dec-06

Case Inquiries

- 1272 Total Inquires
 - MIRF/e-MIRF = 373
 - Phone = 639

Top Inquiries - 3057 Total*

- General Information
- BTP Non-cancer
- NC pain/ LB/ NP
- Availability
- Dosing and Administration
- Product Complaint
- Adverse reaction
- Low Back Pain
- Comparison with OTFC
- Prescribing Information
- MCO dossier / Formulary Rev
- Clinical Trial Interest

- Efficacy
- Headache/ Migraine
- Neuropathic Pain
- Safety Profile
- Pharmacokinetics
- Patient Assistance
- Cost
- PK Comparison with OTFC
- Use as Pre-Med
- Potential for Abuse/Dependence
- Special population
- Reimbursement Support

^{*} Each case may have more than one inquiry

PSMI ACTIVITY 25-Sep-06 (approval) to 31-Dec-06

Top SRLs - 984 letters sent

- BTP Non-cancer
- General Information
- Dosing and Administration
- MCO Dossier/Formulary review
- Analgesic potency
- Overall Efficacy
- Migraine/headache
- Differences in drug delivery
- Use as Pre-Procedure Acute Pain
- International availability

- PK profile
- Comparison to OTFC
- Formulary Review
- Request for PPI
- Request for PI
- Abuse/Dependence
- Use in Peds
- Safety profile
- Drug Interaction

^{*} Each case may have more than one inquiry

Product Complaints Oct-2006 to 31-Dec-06

Top PCs - 114 total

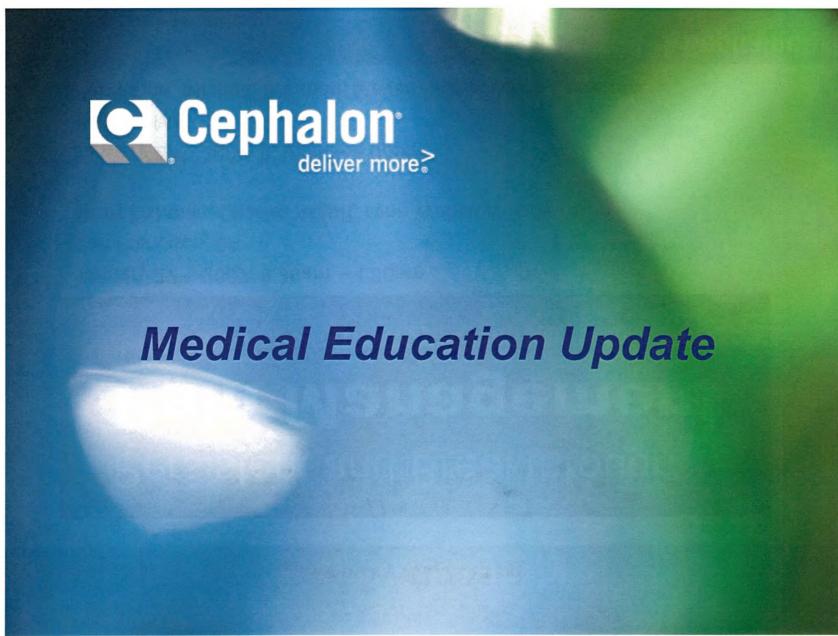
- Lack of effect (49)
- Dissolving issues (27)
- Difficulty opening package (21)
- Crumbling (4)
- Customer preference (17)
- Others include: Taste, broken tablets, units missing, empty blister, difficulty extracting tablet

Action

- PSMI will ask consumer additional questions related to PC reports of crumbling, broken tablets, dissolution issues, missing blisters, empty blisters for FENTORA
- Dear Concerned Patient letter (pending approval) encompassing the proper storage, use and disposal of FENTORA will be mailed to consumers who report PCs related only to crumbling, broken tablets, dissolution issues for FENTORA

Medical Education Update





Full-day Regional Symposia

Persistent and Breakthrough Pain Management

Individualizing Therapy, Optimizing Function

January 27th, 2007; 8.30am – 4.00pm San Francisco, CA Scott Fishman, Charles Argoff, Lynn Webster, Tony Yaksh

January 27th, 2007; 8.30am – 4.00pm Boston, MA Perry Fine, Michael Brennan, Steven Passik, Gavril Pasternak

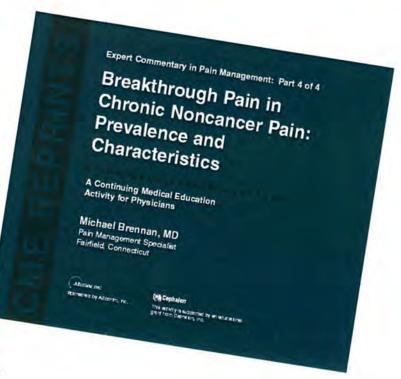
Cephalon deliver more?

CME Reprint #4

Expert Commentary in Pain Management: Part 4 of 4

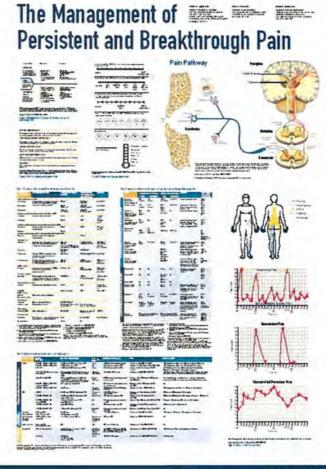
Journal Article: Portenoy RK et al. Prevalence and characteristics of breakthrough pain in opioid-treated patients with chroni noncancer pain. *J Pain*. 200 Aug;7(8):583-91.

Interviewee: Michael Brennan, MD,



Pocket Guide and Wall Chart

BTP treatment pocket guide and wall chart Polly-bagged with Jan/Feb issue of Pain Med News



AAPM National Symposium

Chronic pain management with opioids; strategies to improve communication between caregivers and patients

February 10, 2007,12:15- 1:45PM

Faculty:

Scott Fishman (Chair)

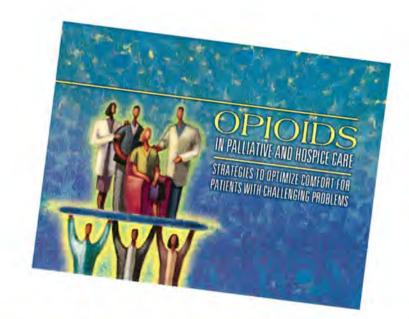
Perry Fine

Steven Passik



AAHPM National Symposium

- > Opioids in palliative and hospice medicine; Strategies to optimize comfort for patients with challenging problems
- > February 17, 2007, 12-1:30pm
- > Faculty:
 - > Janet Abrahm (chair)
 - > Kerry Cranmer
 - > Kathleen Foley
 - > Denice Economou



2007 BTP Cases Platform

Curriculum development round table: Jan 20th

Faculty:

Russel Portenoy MD

Charles Argoff, MD

Michael Brennan, MD

Howard Heit, MD

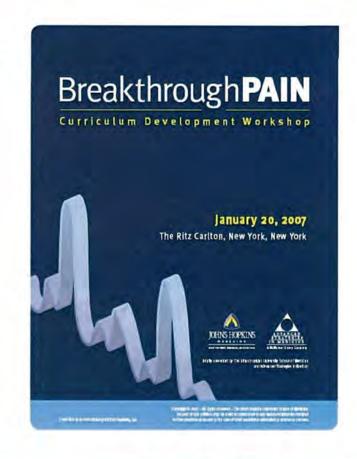
Keela Herr, PhD

Douglas Gourlay, MD

Sunil Panchal, MD

Neal Slatkin, MD

Nathaniel Katz, MD





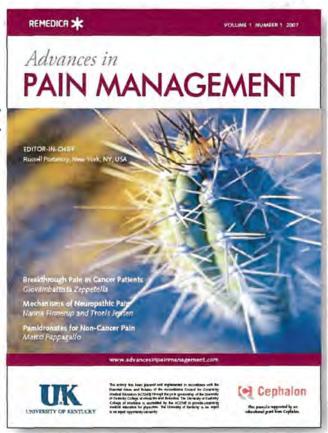
Advances in Pain Management

Editor-in-chief: Russell Portenoy MD

Quarterly, fully accredited, CME journal

Issue 1: Feb 2007; launched at AAPM

Latest developments in pain management from bench to bedside





Tech Ops Update



Tech Ops Update

- The manufacturing of one lot of every strength is in process (800K)
- Manufacture of additional open label clinical supplies is in process

MSL Update



MSL Update

Reorganized the group; each MSL covers all products to allow for good geographic coverage

Com Ops Update



Com Ops Update

No issues

Next Steps

- Next FAST Meeting March 15th
- Implement 2006 tactics
- Initiate development of LT Brand Plan
- Initiate 2008 planning process
- Keep eRoom updated
- Functional Areas submit updates to DC

Meeting Outcome

Issue raised:

- Package size: Feedback from SF/NAMs that customers would prefer 30 tabs per box
 - Action: Convene a task team to investigate needs and options in regards to packaging
 - Lead: Betsy Simmons Project Management
 - Members: Marketing, Sales, HCS, Comm Ops, REG, Tech Ops, Packaging